



# AMENDMENT TRANSMITTAL LETTER

Docket No.  
S6605.0019

Application No.  
09/940,564-Conf. #5008

Filing Date  
August 28, 2001

Examiner  
T. M. Lamb

Art Unit  
2622

Applicant(s): Mary L. Parker et al.

Invention: ADVERTISING METHOD AND APPARATUS

## TO THE COMMISSIONER FOR PATENTS

Transmitted herewith is an amendment in the above-identified application.

The fee has been calculated and is transmitted as shown below.

CLAIMS AS AMENDED					
	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate	
Total Claims	24	- 27 =		x	
Independent Claims	4	- 3 =	1	x 100.00	100.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					
Other fee (please specify): Extension for response within first month					60.00
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:					160.00

☐ Large Entity

☒ Small Entity

☐ No additional fee is required for this amendment.

☐ Please charge Deposit Account No. \_\_\_\_\_ in the amount of \$ \_\_\_\_\_.  
A duplicate copy of this sheet is enclosed.

☐ A check in the amount of \$ \_\_\_\_\_ to cover the filing fee is enclosed.

☒ Payment by credit card. Form PTO-2038 is attached.

☒ The Director is hereby authorized to charge and credit Deposit Account No. 50-2215  
as described below. A duplicate copy of this sheet is enclosed.

☒ Credit any overpayment.

☒ Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.

*Richard LaCava*

Richard LaCava  
Attorney Reg. No.: 41,135

Dated: October 18, 2005

DICKSTEIN SHAPIRO MORIN & OSHINSKY LLP  
1177 Avenue of the Americas  
41st Floor  
New York, New York 10036-2714  
(212) 835-1439



Docket No.: S6605.0019  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

---

In re Patent Application of:  
Mary L. Parker et al.

Application No.: 09/940,564

Confirmation No.: 5008

Filed: August 28, 2001

Art Unit: 2622

For: ADVERTISING METHOD AND  
APPARATUS

---

Examiner: T. M. Lamb

**AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated June 24, 2005, please amend the above-identified U.S. patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.

10/19/2005 JADD01 00000147 09940564

02 FC:2201

100.00 0P

DOCSNY.167966.1

## FEE CALCULATION

Any additional fee required has been calculated as follows:

	Claims Remaining After	Highest Number Previously Paid	Number Extra Claims Present	Rate	Additional Fee
Total	24	- 27* =	0	x	0.00
Independent	4	- 3** =	1	x 100.00	100.00
First presentation of Multiple Dependent Claim(s) (if applicable)					
TOTAL					100.00

\*not less than 20

\*\* not less than 3

In the event the actual fee is greater than the payment submitted or is inadvertently not enclosed or if any additional fee during the prosecution of this application is not paid, the Patent Office is authorized to charge any underpayment or credit any overpayment to Deposit Account No. 50-2215.

## CONTINGENT EXTENSION REQUEST

If this communication is filed after the shortened statutory time period had elapsed and no separate Petition is enclosed, the Commissioner of Patents and Trademarks is petitioned, under 37 C.F.R. § 1.136(a), to extend the time for filing a response to the outstanding Office Action by the number of months which will avoid abandonment under 37 C.F.R. § 1.135. The fee under 37 C.F.R. § 1.17 should be charged to our Deposit Account No. 50-2215.